



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from August 1 to August 3, 2022, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error, which measures sample variability, is +/- 3.1 percentage points, nineteen times out of twenty.

Canada currently follows the International Metric System for measurements. Would you like to see Canada adopting the Imperial System instead?

Definitely / Probably – 29%
Probably not / Definitely not – 56%
Not sure – 15%

Few Canadians Want to Go Back to Imperial Measurement System

A sizeable majority of the country's residents rely on feet and inches, and not metres, to measure a person's height.

Vancouver, BC [August 15, 2022] – While Canadians are not particularly supportive of moving away from the International Metric System, many continue to use Imperial measurements in their daily lives, a new Research Co. poll has found.

In the online survey of a representative national sample, only 29% of Canadians would like to see the country adopting the Imperial system. More than half (56%) disagree and would carry on with the International Metric System.

"Practically two-in-five Canadians aged 55 and over (38%) would go back to the Imperial system of units," says Mario Canseco, President of Research Co. "This wish is less prevalent among their counterparts aged 35-to-54 (23%) and aged 18-to-34 (24%)."

When asked about how they personally measure six different things, majorities of Canadians gravitate towards Imperial units in three specific cases.

Four-in-five Canadians (80%) measure a person's height in feet and inches, while 20% rely on metres and centimetres.

More than three-in-four Canadians (76%) use pounds when calculating a person's weight, while 24% rely on kilograms.

Three-in-five Canadians (59%) measure the temperature of their ovens in degrees Fahrenheit, while 41% use degrees Celsius.

Feet and inches are the preferred units to measure a person's height for Canadians aged 18-to-34 (71%), aged 35-to-54 (79%) and aged 55 and over (88%).

Across Canada, three other measurements are more likely to be conducted using the International Metric System.

More than four-in-five Canadians (84%) calculate the amount of liquid in a container using litres, while 16% rely on quarts and gallons.

More than four-in-five Canadians (82%) measure a vehicle's speed in kilometres per hour, while 28% use miles per hour.

More than three-in-four Canadians (77%) gauge the temperature outside their home in degrees Celsius, while 23% rely on degrees Fahrenheit.



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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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